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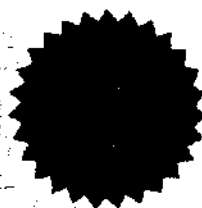
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Information dissemination on Samusi Lamido Samu's Public utterances in three periodicals on Nigerian Financial Sector.

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Information Dissemination on Sanusi Lamido Sanusi's Public utterances in three periodicals on
Nigeria Financial Sector

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Abstract

This paper titled information dissemination on Sanusi Lamido Sanusi's Public utterances in Three periodicals on Nigeria Financial sector, was aimed to identify the coverage area he mostly make his utterances in the nigeria dailies. the paper enclosed a research question that was answered by an objective, a quantitative methodology content analysis was adopted, the population was all the dailies but the sample size was three prominent newspapers such: Leadership, The Nation and Daily trust respectively and the conclusively the findings shows that the utterances were high in daily trust newspaper.

Key words: Information dissemination, Public Utterances, Periodicals,

INTRODUCTION

Nigeria is a country with diverse cultures and languages spoken by its people. This diversity influences the manner in which a person makes his public utterance especially on economic issues. Such public utterances are mostly made in the local languages or in the official language and sometimes translated into another language.

Generally, public utterance can be conceived as the "positive or negative statements, comments, observations and contributions made by individuals, groups, institutions, organizations, systems and communities especially through speeches and in print and electronic Periodicals to support, accept and associate or to disassociate and reject controversial or noncontroversial issues and matter at hand" (Mohammed 2015). Public utterances can be positive to motivate people to be law abiders. They could also be negative to stir crisis, violence, destruction of lives and properties and finally cause instability in any given society, community or country. By and large, public utterances tend to cause public reactions and counter-reaction especially on controversial

issues and matters expressed by individuals, groups, communities, institutions, organizations. Public reactions could be informed of public acceptance, rejection or frustration expressed through variety of Periodicals and environment found most convenient and appropriate.

Traditionally, information is disseminated through community and ward heads, courtiers, scribes, town criers, and also through using such instruments as; flute, drum; whistle; horn; bell; knockout; smoke; burning arrow and spear; gagi; facial marks and body tattoos, and a host of other traditional communication and Periodicals instruments. However, with the introduction of modern technology, information is directly and indirectly disseminated through the use of print Periodicals such as; newspapers; magazines, posters, journal publications, books, bill-boards and directly through radio and television ; telephone systems; computer networks; and satellite systems. It can also be through songs, films, drama, and cable network communication systems, etc. The advent of digital technologies especially the ICTs and particularly the Internet has made information to be easily disseminated to individuals and to the general public through web technologies, more importantly, the social networking tools and services (Mohammed.2015) However, the extent to which information is optimally accessed and utilized and its effective impact on the target audience is contingent upon the language of communication; the relevance of the content and context of the information; and the message of the information being disseminated. Dissemination of information means“sharing” (Sidharta 2021). A library becomes a useless entity if it fails to disseminate its information resources among its users. Many aspects determine how the information ought to be disseminated. We discuss those factors that are necessary for the dissemination of information. Dissemination is impossible without “access”. But there are necessary factors or conditions which must be met before any information gets disseminated. It

is of utmost importance to oversee that proper dissemination of information is essential to derive any value or utility out of it. Indeed, humans have sought various ways by which to make

information available. In the past, a handful presence of libraries formed the so-called "knowledge depots" holding written records on human annals of evolution and cognitive development. But access to libraries was much 'restricted' in the olden days so information dissemination was low. Low levels of literacy did not foster enough growth of knowledge organizations like libraries, schools, etc. Later, with the spread of education when public libraries were established with the view of making them accessible to people from all walks of life, they proved to be formidable means of building up knowledge societies. Access, organising and storing of information for the purpose of utilisation through the technological means.

The foregoing suggests that the extent to which information is disseminated and optimally accessed and utilized to effectively impact on the target audience is dependent upon: the choice of the medium or the technology that is used to disseminate such information (Mohammed, 2015). Examples of Public Utterance that were positively stated to urge for unity, prosperity and success in Nigeria were that made by former President Dr. Good luck Jonathan in which he warned and urged the Nigerian political class to encourage their supporters and followers across the country to focus on saving the nation's democracy. Mr. Good-luck Jonathan stated that: "We must reinforce and recommit our various supporters across the nation to the Nigeria project irrespective of party affiliation ideological differences and alliances". He added that; history will not judge us kindly if the country fails as a result of our actions and in actions. Let us bear in mind that no advantage or benefit can be gained by any political party over the other if our democracy fails, and we have no choice but to work together and the time is now" (Daily Trust June,2015). As President Jonathan was reviewing the nation's political outlook, Mr.lie noted with dismay the comments and conducts of some leading Nigerian politicians.

The conduct and public utterances of some leading politicians in Nigeria and abroad are rapidly creating and spreading unnecessary tension in the country. He further noted that their unguarded public utterances fan the embers of discord, bitterness, and rancor in the country that such

unfortunate development play into the hands of extremist elements waging a vicious campaign of terror against the state (Daily Trust June, 2015).

Research Questions

The following Research Questions (RQ) was raised to guide the study.

Q1. Which Periodicals mostly publicized Sanusi Lamido Sanusi's public utterance on Nigeria Financial Sector?

Objectives of the Study

The objective is in order to:

1. Determine the Periodicals that mostly publicized Sanusi Lamido Sanusi's public utterance.

Assumptions

It is assumed that if Sanusi Lamido Sanusi had not made some of his revelations through public utterances on the status of the Financial Sector of Nigeria, the Nigerian public would not have understood the extent of damage on Nigeria's economy. As such his public utterance brought about awareness on Nigerians and the world at large on the declining status of the Nigerian financial sector.

Methodology

Quantitative method was adopted as there are three newspapers to look at among which are as shown in the below table. It can be defined as research that explains phenomena according to numerical data which are analysed by means of mathematically based methods, especially statistics. From a broader perspective, it can be defined as a type of empirical research into a social phenomenon or human problem, testing a theory consisting of variables which are measured with numbers and analysed with statistics in order to determine if the theory explains or predicts phenomena of interest (Creswell, 2014; Gay & Airasi). Therefore, quantitative method was adopted as there are three newspapers to be measured in the study as shown in table 2.

Research Design

This study adopted content analysis design which emphasize objective measurements and the use of statistical, mathematical, or numerical analysis of data collected through polls, questionnaire and survey or by manipulating pre-existing statistical data using computational techniques. It focuses on gathering numerical data and generating it across group of people or to explain a particular phenomenon. "The research results are based on larger sample sizes that are representative of the population; it is sometimes replicated .repeated giving it a higher reliability. All aspect of Data are designed and arranged in tables.Figures numeric. Statistic Charts or other textual Forms ". (Babbie,2010) . Furthermore, it falls in the interface of observation and document analysis. It is seen as "a method of observation in the sense that instead of asking people to respond to questions, it takes the communications that people have produced and asks questions of communications (Karliger, 1973). It is also considered as unobtrusive or non-reactive method of social research.

Population of the Study

Nigerian daily newspapers being published across the nation are the considered population of this study. They are considered appropriately because they publish a variety of news, current affairs, contemporary theatre to piece issues and documentaries as the case might be out of many national newspapers, such as the Punch, Daily Trust, New Nigerian, Daily Independence, This Day, Nigerian Tribune, Leadership, Daily Sun, Vanguard, etc being published daily. The total population covers all the 51 newspapers published in Nigeria as shown in below table.

Table 1: The Newspaper Publications published in Nigeria.

S/NO	NAMES OF NEWSPAPER	PLACE OF PUBLICATION
1.	Vanguard	Delta state
2.	The Punch	
3.	Tell	Lagos
4.	The Nation	
5.	Leadership	Abuja
6.	This Day	
7.	The Guardian	
8.	Premium Times	
9.	The Sun	Lagos
10.	PM News	Lagos
11.	Daily Trust	
12.	Nigerian Tribune	
13.	Naija newspaper	Lagos
14.	Daily independent	Abuja & Lagos
15.	The sun news online	
16.	Next (National)	
17.	Nigeria World	
18.	New Telegraph	
19.	Nigeria pilot	Abuja
20.	Business day news	
21.	National Mirror newspaper	
22.	Authority newspaper	Lagos & Abuja
23.	The Nigeria observer	
24.	Daily times	Lagos & Abuja
25.	Blue print	(Lagos/Northern Nigeria)
26.	The Breaking Times	
27.	Osun Defender	Osun State
28.	Business news	
29.	National daily newspapers	Lagos
30.	Tide	River State
31.	Daily mirror Nigeria	
32.	The Abuja Nigeria	
33.	Daily Post Nigeria	
34.	The People's Daily(National)	
35.	Daily News Watch	
36.	National Accord	
37.	Champion news	
38.	The Abuja voice	
39.	Nigeria 24, News	
40.	36 Naij	(Bayelsa)
41.	Nuo Reports	(Aba)
42.	The Summary	Abuja
43.	The Union	Lagos

44.	Bioafra Nigeria world	
45.	Information Nigeria	
46.	Albino	
47.	Brainsnews. Radio.com	
48.	Complete sports	
49.	Daily champion	
50.	Complete sport times	
51.	New Telegraph	

Source: google(2023)

Sampling Size and Sampling Techniques

The choice of the three daily newspapers was purposive and consideration for popularity of readership. Due to the tedious nature of analyzing the contents of newspapers, a purposive choice of three dailies was made. Thus, they are considered as the sample size. three of them were selected for content analysis. These dailies are Leadership (LD), The Nation(TN) and Daily Trust(DT). For instance, the Daily Trust is being published in conjunction with the Weekly Trust Newspapers and together they are the widest circulating Newspaper in Northern States of Nigeria. It is being distributed locally and internationally. Its English version titled Daily Trust, Weekly Trust and its Hausa version is entitled Aminiya newspaper. The newspaper has online editions, accessible through www.dailytrust.com

The rationale behind the selection of the three dailies is that the newspapers in Nigeria are categorized into "Lagos-Ibadan and Abuja-Kaduna axis" representing the Northern and southern part of the country"(Yushua 2010). The three newspapers are purposively selected after rationalizing the papers for validity, continuous existence and national coverage.

The periodicals that mostly publisized Sanusi Lamido Sanusi's public utterances on the Nigerian Financial sector.

The newspapers that published the public utterance of Sanusi Lamido Sanusi perhaps. This research focused on three newspapers; *The Daily Trust, The Nation and Leadership* newspapers. This implies that the major reports of the findings are items that were extracted from these

dailies. Various Periodicals sources reacted and came up with rejoinders from various revelations made by Sanusi Lamido Sanusi on the Financial Sector of Nigeria. Some publications were made with respect to opinions of the public; that is, by those either in support of his revelations or those with counter opinions. Table is a summary of publications made by the three major Periodicals outlets with respect to Sanusi Lamido Sanusi's public utterance on the Nigeria Financial Sector.

Table,2: Periodicals that mostly publicize Sanusi Lamido Sanusi's public utterances on Nigeria Financial Sector

The below table shows the frequency and the percentage of the publicity of Sanusi Lamido Sanusi's Public utterances in the three prominent newspapers.

Type of Periodicals that publicise Sanusi Lamido Sanusi's Public Utterances						
	DT		TN		LD	
Months	F	(%)	F	(%)	F	(%)
J	87	7.4	144	14.0	123	12.1
F	83	7	78	7.6	83	8.2
M	89	7.5	110	10.7	92	9.1
A	92	7.8	116	11.3	90	8.9
M	115	9.7	116	11.3	90	8.9
J	104	8.8	78	7.6	92	9.1
Ju	103	8.7	60	5.8	82	8.1
A	78	6.6	98	9.6	86	8.5
S	96	8.1	48	4.7	78	7.7
O	94	8	39	3.8	65	6.4
N	113	9.6	70	6.8	71	7.0
D	128	10.8	69	6.7	61	6.0

Total	1,182	100	1,026	100	1,013	100
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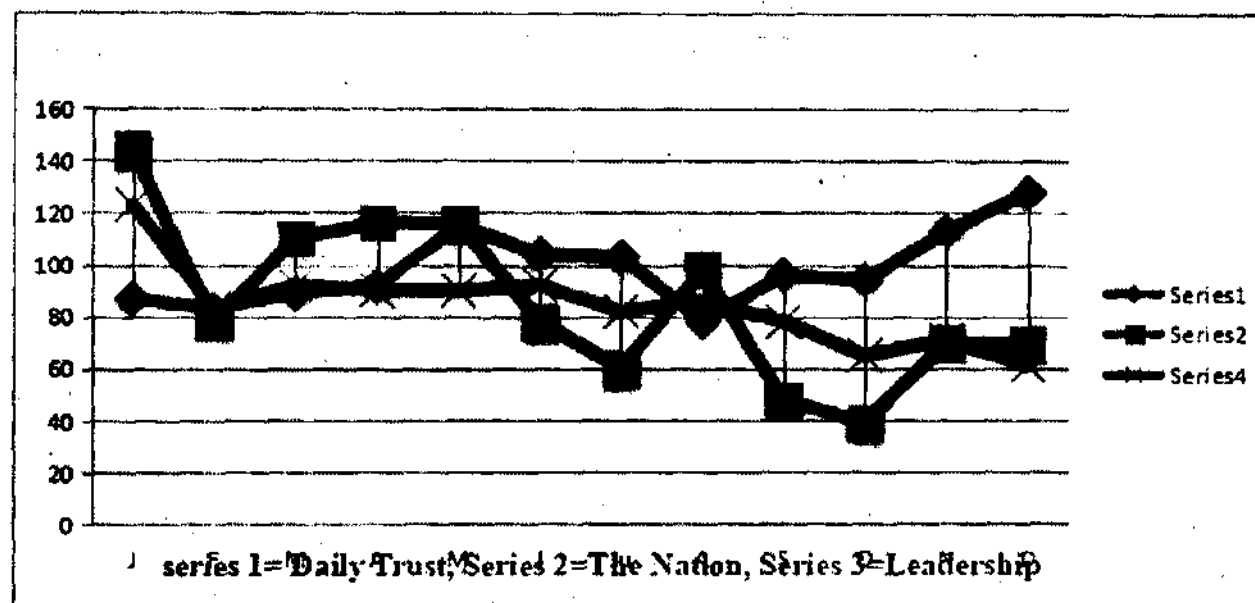


Figure 1: Graphical Representation of Periodicals that mostly publicized Sanusi Lamido Sanusi's Public Utterances on Nigeria Financial Sector

Table 1 and Figure1 reveals that the highest public utterances made by Sanusi Lamido Sanusi on the financial sector issues was in the month of December (2015) having 128(10.5%) frequency scores and the lowest in the month of August (2015) with 78(6.6%) in the Daily Trust Newspaper. The Nation newspaper was in January (2015) with a frequency of 144(14.0%) and Leadership newspaper with 123(12.1%) respectively. This implies that the utterance were hot and much at the beginning of the year 2015. The least periods as in Daily trust newspaper was in April with frequency of 78(6.6%) while for The Nation and Leadership it was in October (2015) with 39(3.8%), 65(6.4%) respectively. This implies that the utterance were less in these months.

The Nation newspaper gave much consideration to Sanusi Lamido Sanusi's Utterance and has added to the awareness of their readers the need to be financially focused on the dangers facing the economy.

Table 3 : Column Size Occupied by SLS's Utterances in the three Nigerian Newspapers.

The column size of the public utterances is measured in the below table;

Newspapers							
S/N	Extent of Coverage	DT	%	LD	%	TN	%
1.	Single	87	15.4	345	25.7	451	52.3
2.	Double	211	37.3	234	17.4	67	7.8
3.	Multiple	267	47.3	763	56.9	344	39.9
	Total	565	100	1342	100	862	100

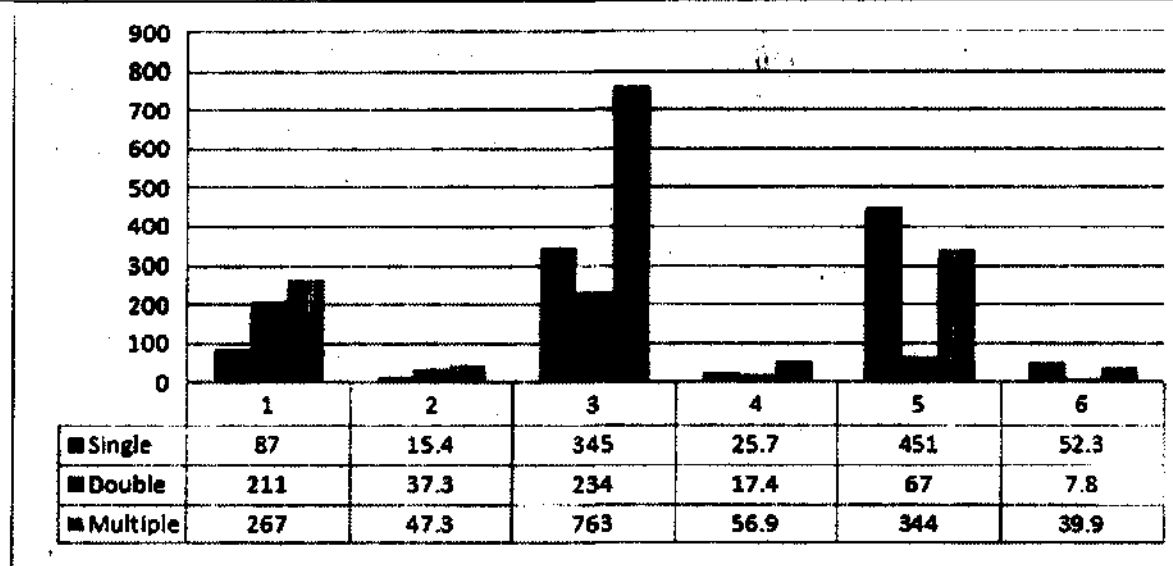


Figure 2: Graphical presentation of column size containing Sanusi Lamido Sanusi's utterances in the three Nigerian Newspapers

Table 3 and Figure 2 show the newspapers column size containing Sanusi Lamido Sanusi's utterance. This was used to also measure the depth of the content according to the issues related to the financial sector in its own category. This was divided into single, double and multiple

columns. Multiple columns ranked as the highest level of depth, followed by double and then single columns. In single size coverage the nation is the highest with 452(52.3%) and daily trust is the lowest with 87(15.4%) and in the double page coverage Leadership is the highest with 234(17.4%) while The Nation is the lowest with 67(7.8%) respectively and in the multiple size Leadership is the highest with 763(56.9%) and Daily trust with the lowest with 267(47.3%) respectively while in double size coverage Leadership is the highest with 234(17.4%) respectively. This implies that the three newspapers were serious about financial issues. This shows that the papers have enlightened the general public about the dangers affecting the financial sector and the Nigerian government in particular..

Discussions of findings

The discussion of findings were based on content analysis in the narratives of Sanusi Lamido Sanusi's Public Utterances. He once said: There are missing #20,000 000 000 not refunded by NNPC to central bank Accountant general .He said the Salaries and allowances paid to the Senate and Reps is more than 2/3 of Nigeria's budget. The realities of his statement are now reoccurring in this dispensation as universities couldn't be paid staff salaries due to non remittance of monies by NNPC. In fact, the Minister twitted to Nigerians that June salaries will only be paid between July and August,2018.

Conclusion

From the study conducted on the Three major newspapers in Nigeria on Sanusi Lamido Sanusi's Public Utterance on Nigeria's Financial sector, there is clear indication that the three newspapers: The Nation,Leadership and Daily Trust gave much and meaningful coverage to public utterance of Sanusi Lamido Sanusi on the financial sector, though is an area that need to be given much attention in order to have larger coverage by many newspapers and public figure emphasis.

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